

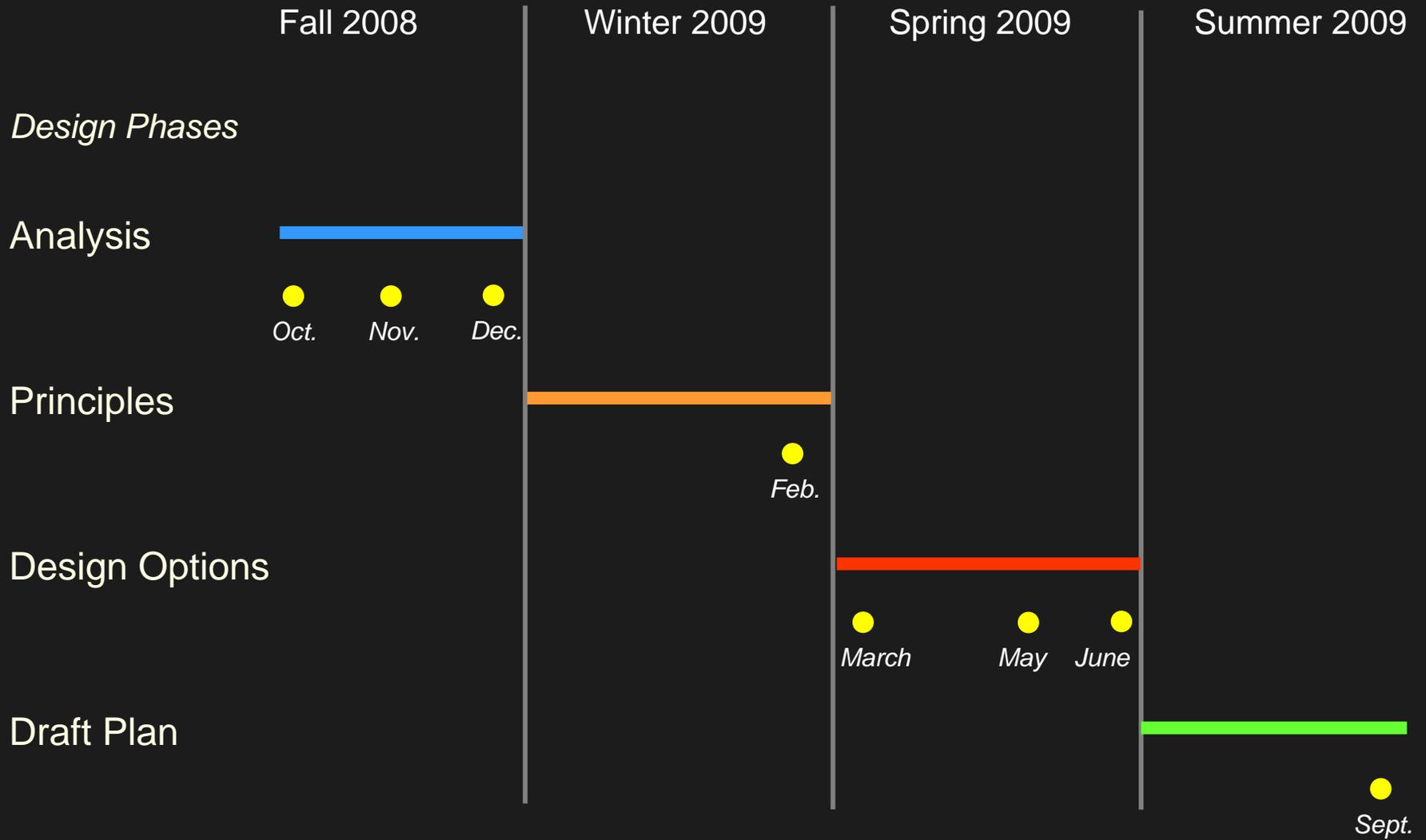
## March PYPAG Meeting

1. Height and Plan Elements: An Opportunity to Make Places
2. Open Spaces: Make Them Meaningful and Memorable
3. Streets: Character and Variety
4. Street, Block & Open Space Plan: How to Define Options
5. Development Program: Introduction
6. Putting Everything Together: Qualitative & Quantitative

## Plan Principles

- Create Potomac Yard as **a model of environmental sustainability** for its site planning, infrastructure, and buildings.
- Create an **economically sustainable** development.
- Promote **excellence in design** with a new standard in architecture, urban design, and materials that creates a compelling and lasting identity.
- Create a **vibrant and diverse mixed-use community** that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.
- Pursue a **comprehensive multi-modal approach to transportation** based on a highly walkable urban environment, minimal automobile use impact, and a maximum use of existing and new Metro stations.
- Create attractive **landscaped streets and a network of usable open spaces** and parks with a strong connection to Four Mile Run and the Potomac.
- **Provide connections and transitions appropriate to and protective of the character of surrounding neighborhoods.**

# Options Phase: Design Process



## Options Phase: Design Process

### *PYPAG Agendas for Design Direction*

March Meeting

**Define What to Study in Design Options**

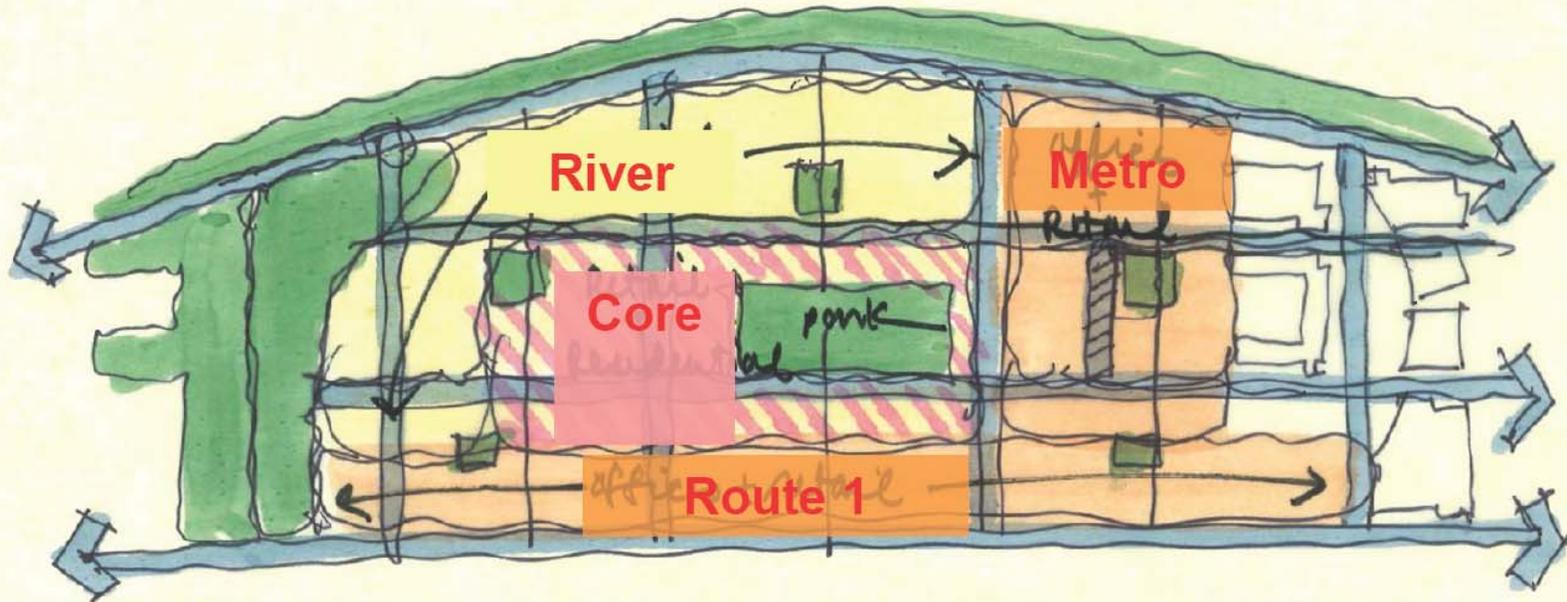
May Meeting

**Progress Review of Design Options**

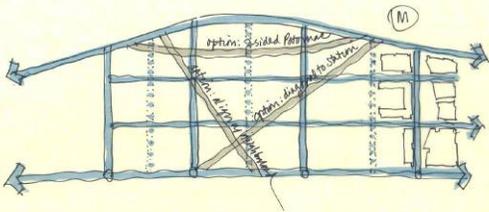
June Meeting

**Select a Preferred Draft Plan Direction**

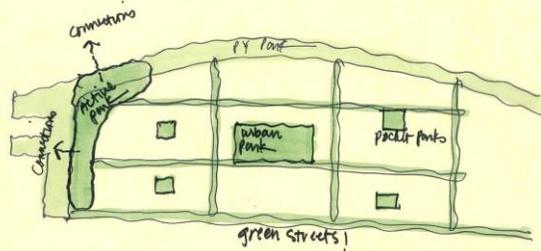
# Where we left off in February...Synthesis of Plan Ideas



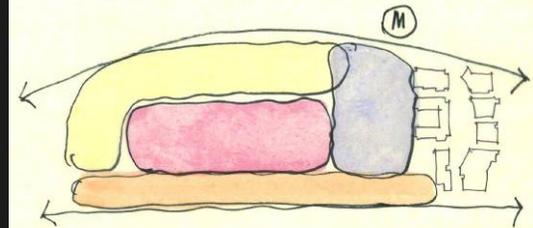
Streets, Open Spaces, Use put together



Summary of Street Characteristics

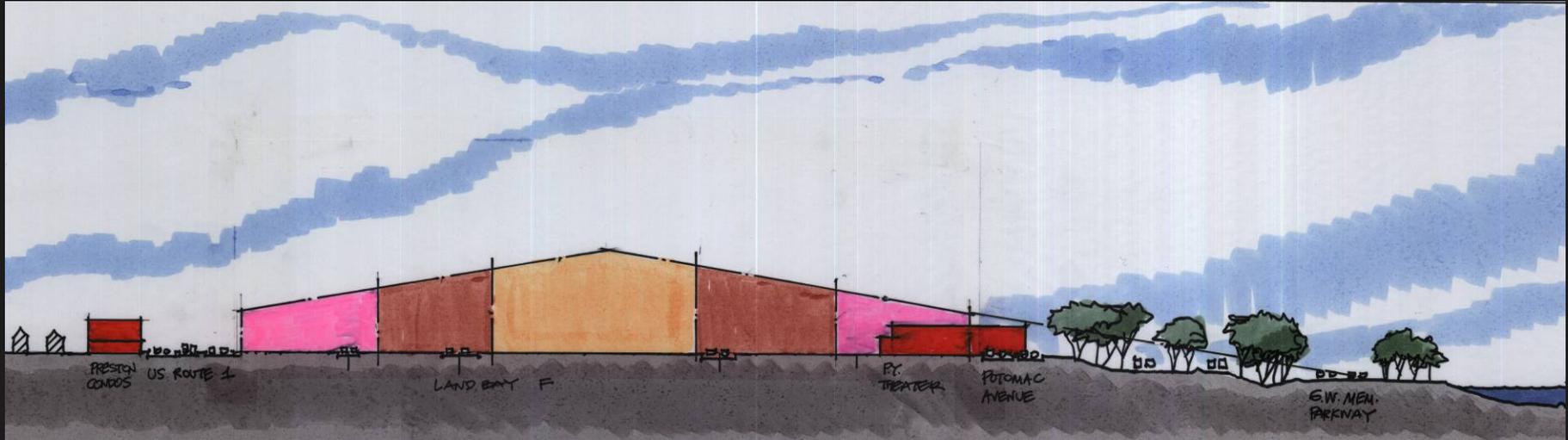


Summary of Open Spaces



Summary of Land Use

## Where we left off in February...Introduction of Height



### 1929 Agreement:

*"To restrict the said streets to residential and business development of such character and of such buildings as will be in keeping with the quality and purpose and memorial character of said highway"*

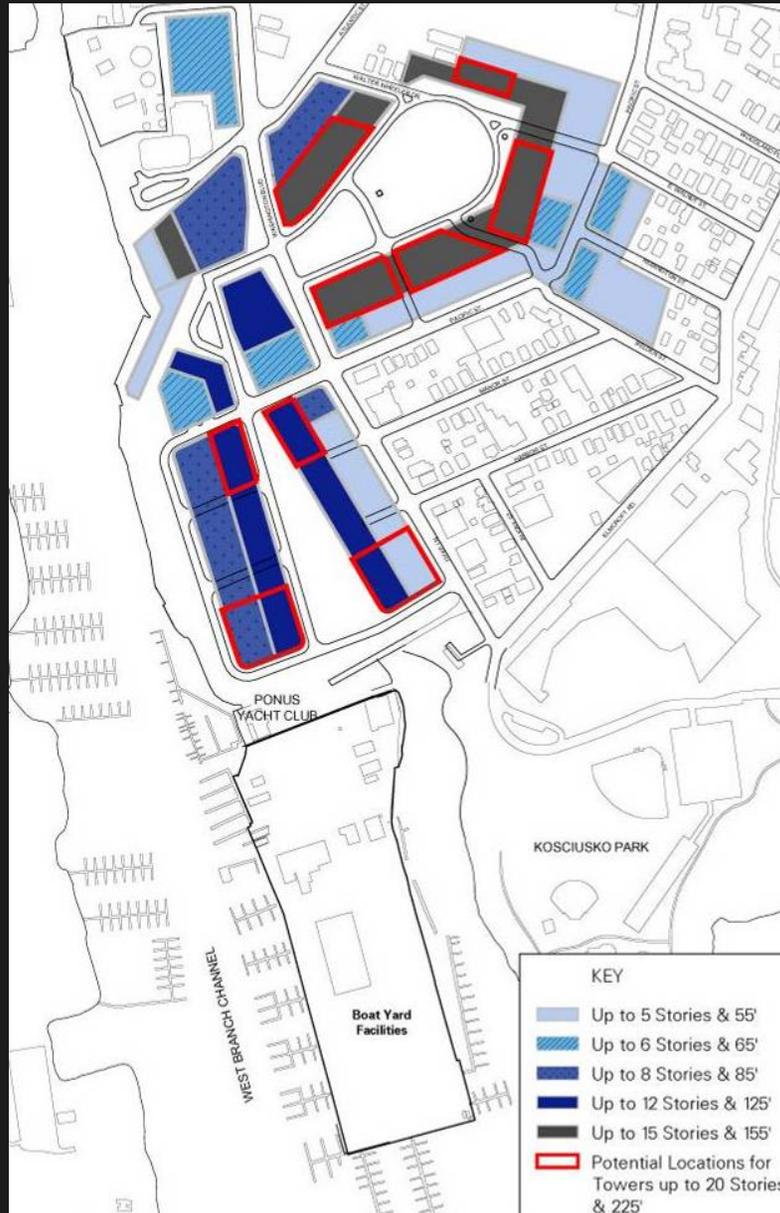
1946 –City agreed to create the Board of Architectural Review (BAR) with the charge of preserving the Parkway



# Where we left off in February...Introduction of Height

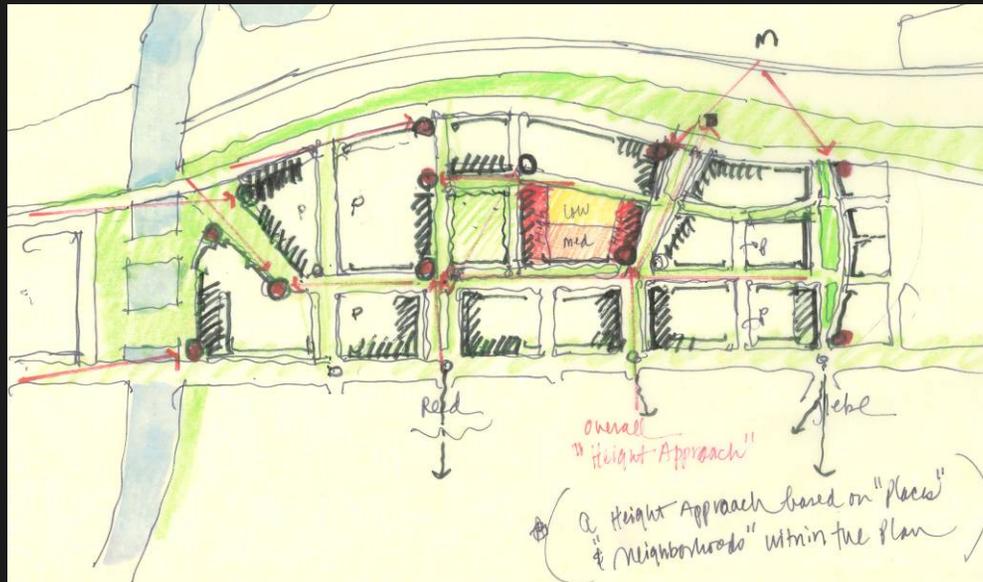
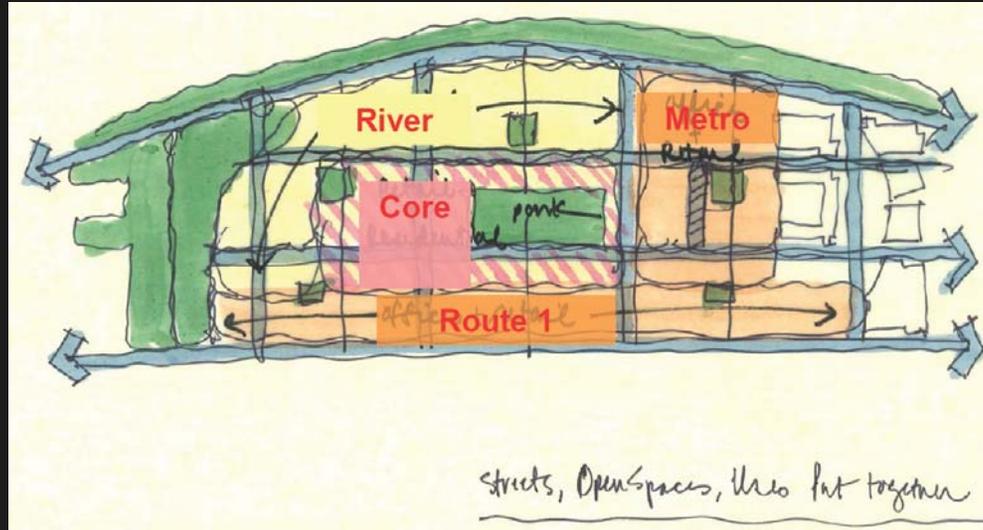


## Building Heights: Tied to Character and Placemaking (An Opportunity!)

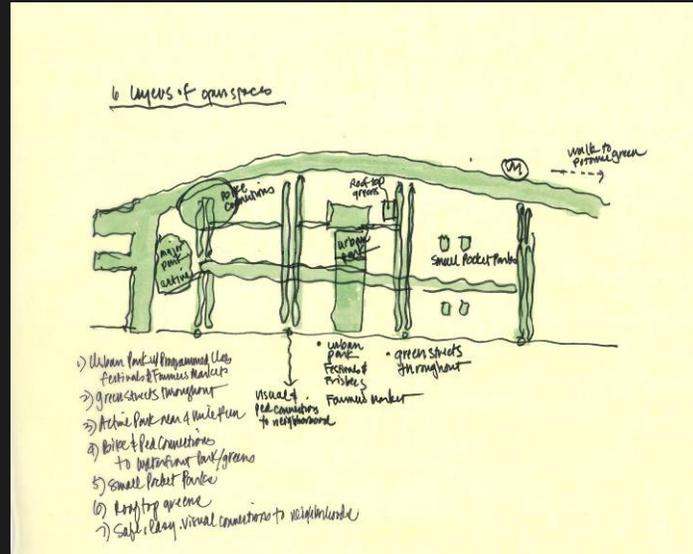


1. High around the open spaces
2. Step down towards the adjacent neighborhoods
3. Step down towards the water
4. Generally low around the edges for better transition
5. High features at special locations: end of view, streets, vista, and corners
6. Variety within the blocks
7. No canyon effect on side streets

# Land Bay F Sketches for Height Opportunities



# Open Space: How Big and Where



# Market Square Alexandria



# Market Square Alexandria



# Rockefeller Center and 5th Ave.

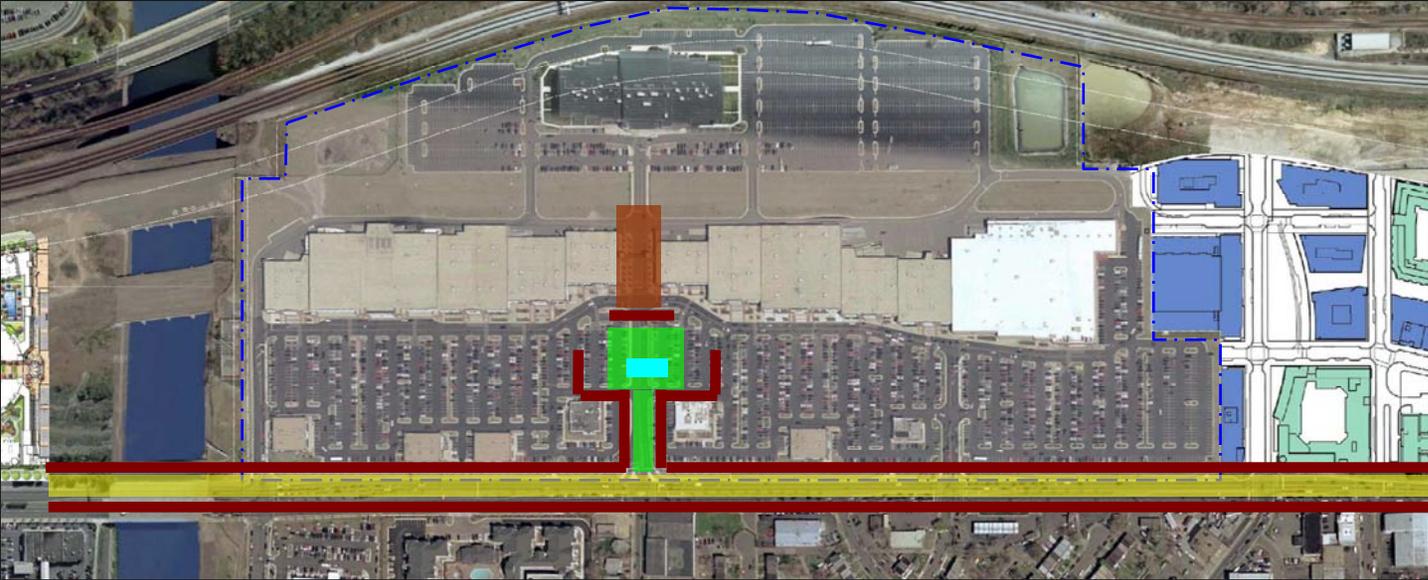


200'



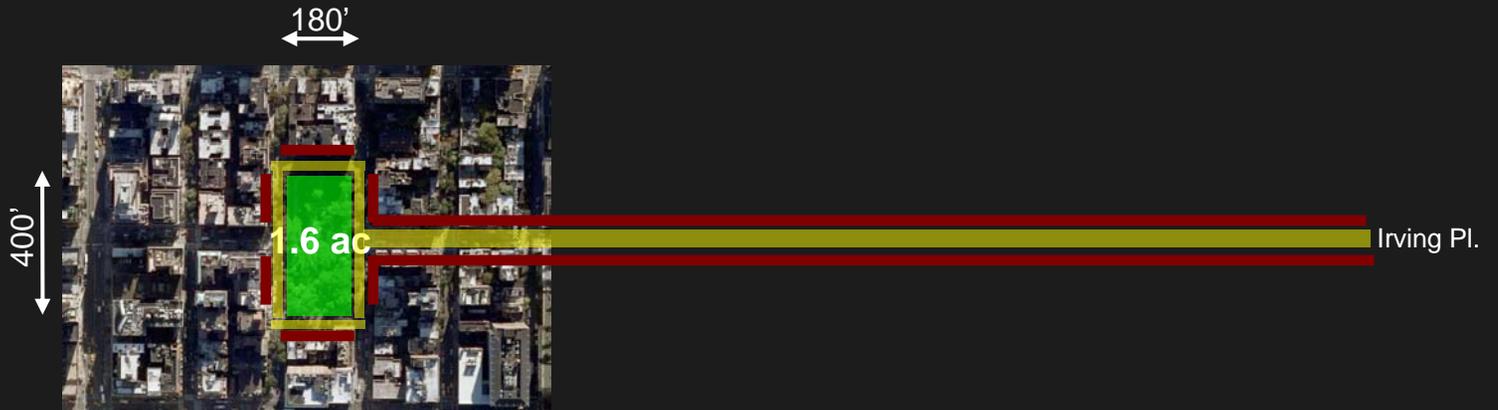
5th Ave.

# Rockefeller Center and 5th Ave.

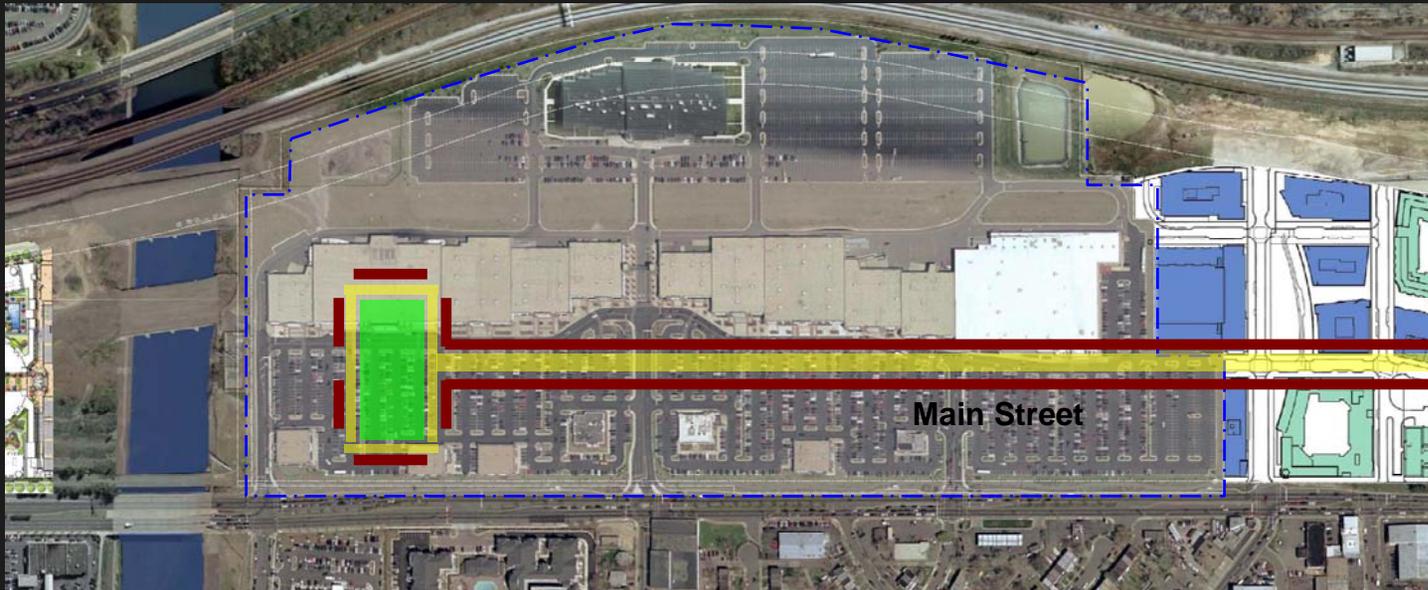


Route 1

# Gramercy Park, New York



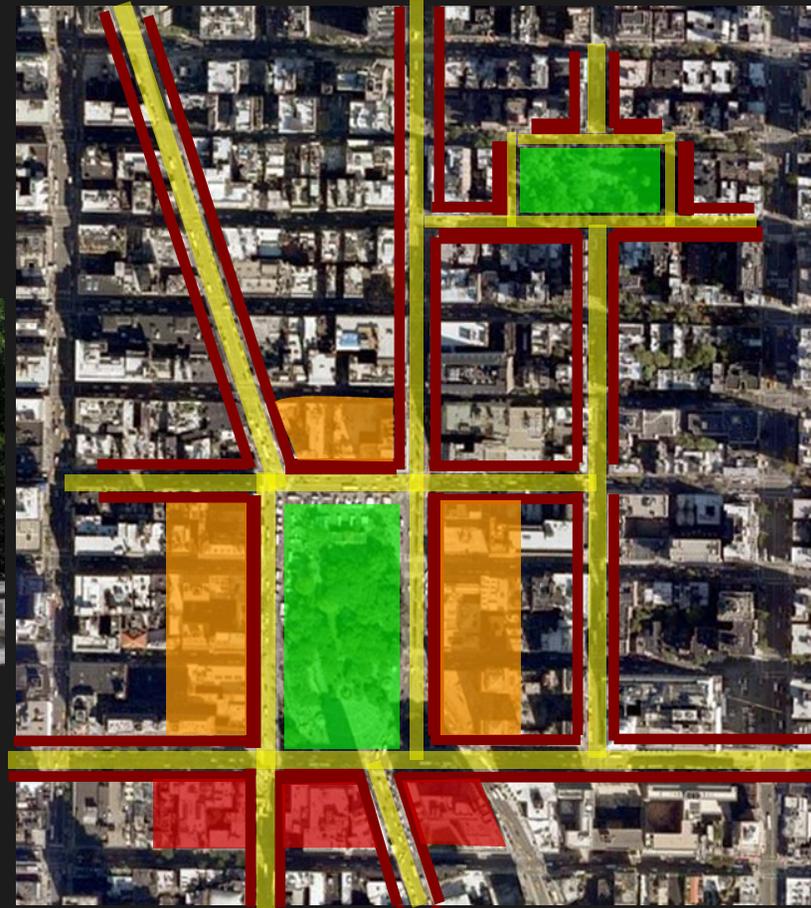
# Gramercy Park, New York



# Rittenhouse Square and Walnut Street, Philadelphia



# Union Square and Gramercy Park, New York



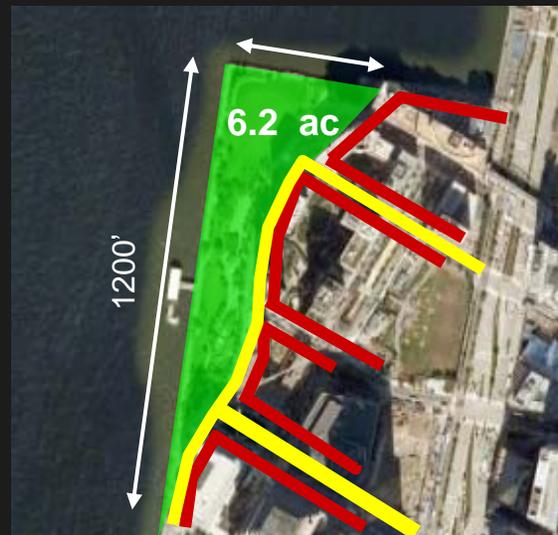
# Leicester Square, Trafalgar Square, and Covent Garden, London



# Leicester Square, Trafalgar Square, and Covent Garden, London



# Parks at the Water's Edge: Battery Park City



# Parks at the Water's Edge



Tom McCall Waterfront Park, Portland, OR

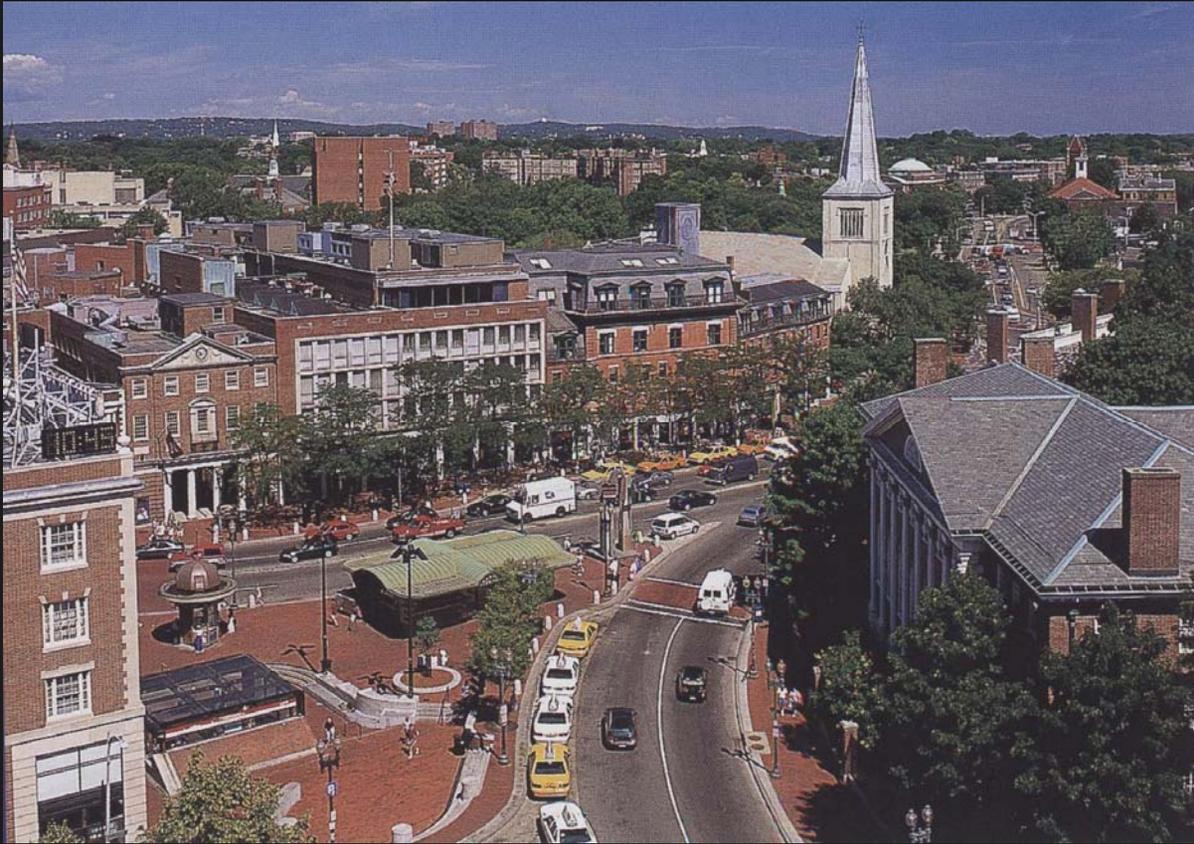


Providence, RI



Paris, France

# Transit Square: Harvard Square, Boston



# Transit Square: Forest Hills Gardens



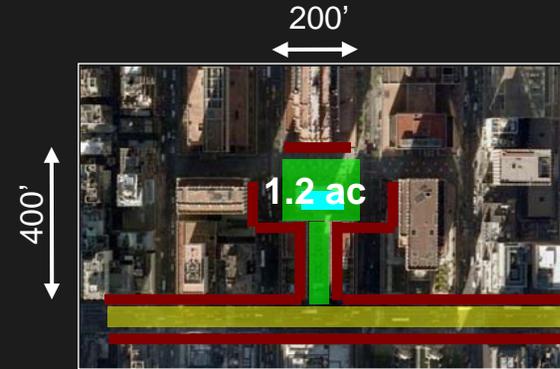
## Transit Squares & Streets: Amsterdam and Zurich



# Open Space Sizes and Character



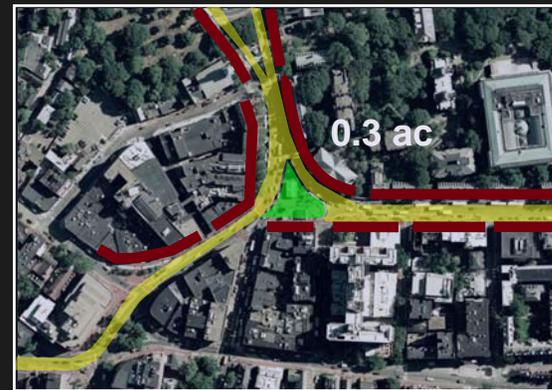
Market Square, Alexandria



Rockefeller Center, New York



Gramercy Park, New York



Harvard Square, Boston

# Old Town Alexandria Program



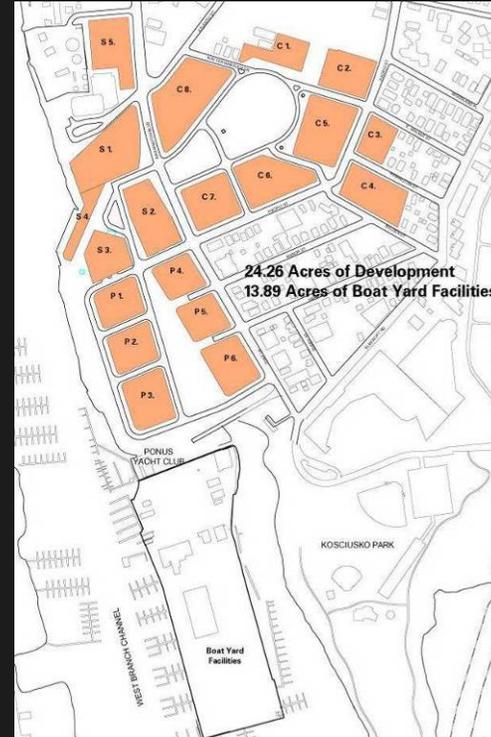
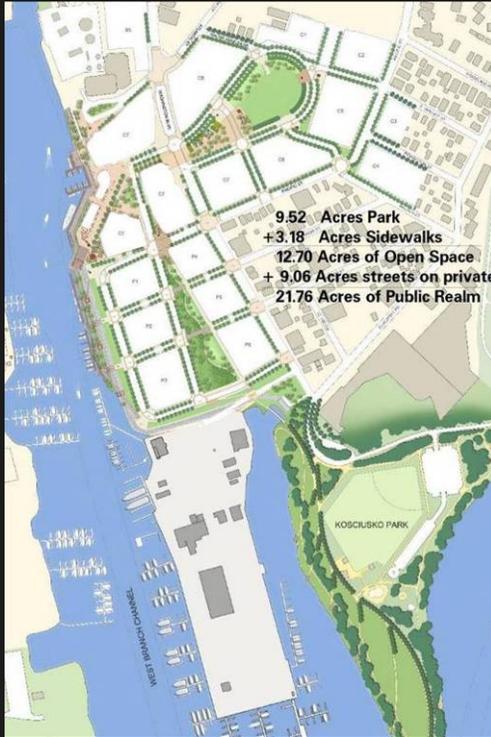
**Land Area = 514 Acres (ac)**

**Parks 16% = 83 ac**

**Streets 22% = 113 ac**

**Development Parcels 62% = 318 ac**

# Stamford Land Program



**Land Area = 46.02 Acres (ac)**

**Parks 20% = 9.52 ac**

**Streets 27% = 12.24 ac**

**Development Parcels 53% = 24.26 ac**

# Battery Park City and Celebration Town Center Land Programs



**Land Area = 92.60 Acres (ac)**

**Parks 30% = 28.00 ac**

**Streets 19% = 17.80 ac**

**Development Parcels 51% = 46.80 ac**

**Land Area = 70.00 Acres (ac)**

**Parks 25% = 18.00 ac**

**Streets 17% = 12.00 ac**

**Development Parcels 57% = 40.00 ac**

# Test Land Program



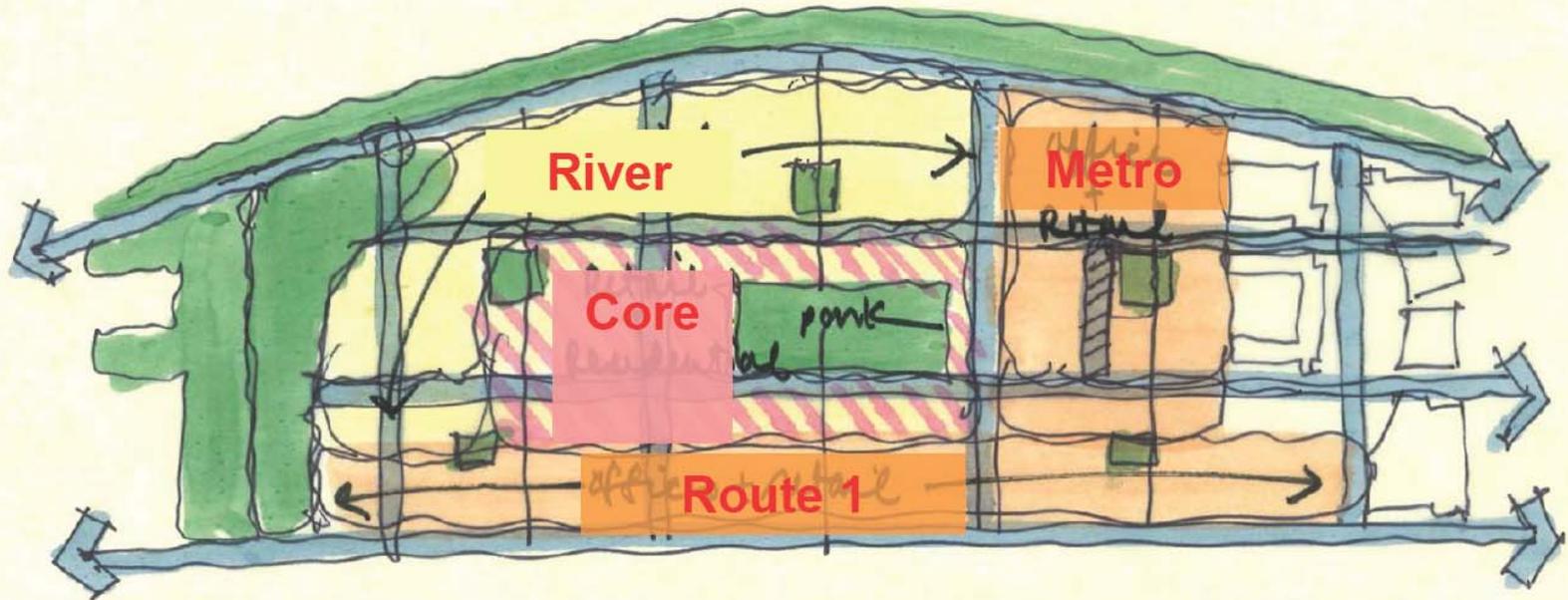
**Land Bay F = 69.0 Acres (ac)**

<b>Parks</b>	<b>14%</b>	<b>= 10.0 ac</b>
<i>Proposed Land Bay K</i>		<i>= 4.7 ac</i>
<i>RPA setback from Four Mile Run</i>		<i>= 0.7 ac</i>
<i>Remaining Park</i>		<i>= 4.6 ac</i>

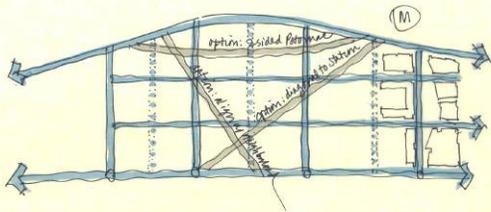
<b>Streets</b>	<b>31%</b>	<b>= 21.0 ac</b>
<i>Route 1 widening</i>		<i>= 1.6 ac</i>
<i>Potomac Yards Ave.</i>		<i>= 4.8 ac</i>
<i>Remaining Streets</i>		<i>= 14.6 ac</i>

<b>Development Parcels</b>	<b>55%</b>	<b>= 38.0 ac</b>
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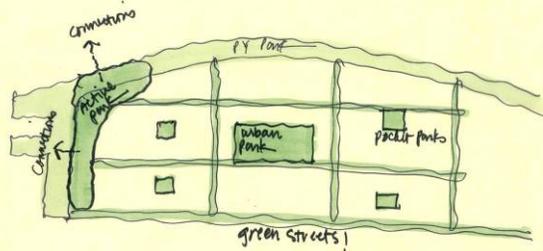




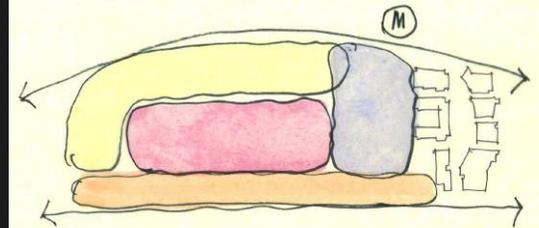
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Summary of Open Spaces



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## Test Development Program

<b>Total Land Area</b>	<b>=69.0 ac</b>
<b>Parks (K park &amp; 4MR)</b>	<b>- 5.4 ac</b>
<b>Streets</b>	<b>- 22.5 ac</b>
<hr/>	
<b>Max. Block Area</b>	<b>= 41.1 ac</b>

**Total Land Area 69.0 ac x 2.25 FAR = 6,769,325 sf Building Area**

**6,769,325 sf / 41.1 Acres x 50% Coverage = 7.5 (7 - 8 stories average)**  
**with no additional park space**

# How to Talk About Density

Property Area X Floor Area Ratio (FAR) = Building Area

1 Acre X 2.0 FAR = 87,000 sf that can =

4 stories

10 stories

